



OFFICE OF THE
ARIZONA STATE TREASURER

HON. DEAN MARTIN
TREASURER



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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Contact: Kimberly Yee
(602) 604-7882

Financial Super Bowl Face Off Treasurer Dean Martin to Coach Arizona High School vs. Pittsburgh High School

(STATE CAPITOL, PHOENIX) – State Treasurer Dean Martin will kick off Super Bowl weekend with a “Financial Super Bowl.” State Treasurer Dean Martin will be coaching students at his alma mater **Horizon High School on Friday, January 30th at 7:30 a.m.** They will be facing off against Pittsburgh high school students playing for the Pittsburgh Steelers.

The game is an NFL-themed, interactive, money management video game to be played in real-time by students participating in both states using internet and web camera technology. Students advance the ball and score points by answering high school level personal finance questions correctly.

Visa, Inc., the sponsor of the game, will administer the game play as “referee” and will send the participating high schools in Arizona and Pennsylvania a computer to keep and Super Bowl memorabilia for the winning team.

Developed in cooperation with the NFL and PLAYERS INC, “Financial Football” was distributed by Treasurer Martin last year to every public high school in Arizona with Visa’s sponsorship and no expense to taxpayers. The game is also available online at www.arizona.financialfootball.com. The media is invited to attend.

Financial “Super Bowl” Football Face Off

Friday, January 30th

7:30 a.m. to 8:30 a.m.

Horizon High School

Multipurpose Room

5601 East Greenway Road

Scottsdale, AZ 85254

Arizona Cardinals

Coach: Arizona Treasurer Dean Martin

Players: Horizon High School Students

Pittsburgh Steelers

Coach: Pennsylvania Banking Secretary Representative

Players: Woodland Hills High School Students

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